

JULY SALE**Hudson's Bay Company**INCORPORATED 27th MAY 1670.**JULY SALE**

A Great July Sale of Summer Silks

A Flying Trip to the Markets Secured us Fine New Silks which we offer Saturday at Prices to Cause a Furore of Buying Enthusiasm. See the Windows.

**3.25 Black Crepe Satin. 2.45**

Yard
—A rich imported black crepe back Swiss satin. High grade quality for the better style dresses. 38 inches wide. Regular \$2.50 yard. Saturday, special yard, 2.45.

\$2 Swiss Taffeta Silk. \$1

Yard
—560 yards of high grade quality silk taffeta. Swiss manufacture and dye. Black and navy only. 36 inches wide. Regular \$2 yard. July sale yard, \$1.

36 Inch Black Satin Duchess. 98c

Yard
—750 yards of an exceptionally high grade black satin duchesse. Rich satin face, heavy weight soft finish. Ideal dress weight.

Splendid Quality Colored Taffeta. 95c

Yard
—Forty-four shades in an excellent quality taffeta silk. 36 inches wide. Plain and two tone effects. Note the July sale pricing of, per yard, 95c.

All Silk Flat Crepe. 1.98

Yard
—Four shades only, white, stardew blue, meadow sweet and jadeite green. Superior quality all silk flat crepe. 38 inches wide. Regular value 3.25 yard. July Sale, special, per yard, 1.98.

36 Inch Black Baronette Satin. 79c

Yard
—100 yards only of 36 inch black baronette satin. Splendid quality that will give excellent service. Soft texture adaptable for dresses or slips. Regular 1.25 yard. Saturday, special, yard 79c.

36 Inch Heavy Brocade Linings. \$1

Yard
—Just unboxed in time for the July Sale. A special purchase of high grade serviceable, brocade coat linings. 36 inches wide. Easily worth \$2 yard. July special, yard, \$1.

1.75 and \$2 Black Brocade Silk. 75c

Yard
—1200 yards of rich heavy black brocade silk. Adaptable for coats, suits or dresses. Ten handsome designs from which to select. 36 inches wide. Sold in the regular retail at 1.75 and \$2 yard. July Sale, per yard, 75c.

2.98 Black Silk Canton. 2.19

Yard
—500 yards only, so early shopping is advisable. Heavy weight black silk canton crepe. Regular 2.98 yard. Sale yard, 2.19.

3.50 Woolens for 1.45

Yard
—1000 yards of assorted high grade woolens including novelty plaid flannels, checked and plaid suitings, novelty bordered skirts and suitings. Regular value 3.50 yard. Saturday, special, per yard, 1.45.

—Second Floor, H.B.C.

Holiday Sale of Famous Gerhard Heintzman PIANOS

Convenient Terms May be Arranged.

—The name GERHARD HEINTZMAN on a piano is an absolute guarantee of quality. Here's the chance you've been waiting for to secure a guaranteed piano at a substantial saving.

—20 ONLY GERHARD HEINTZMAN GRAND PIANOS—1 mahogany and 1 walnut. Regular \$1250. Sale \$895

—1 ONLY GERHARD HEINTZMAN PLAYER PIANO—Polished walnut. Regular \$800. Sale price \$680

—1 ONLY GERHARD HEINTZMAN CHIFFINDELL PIANO—Mahogany finish. Regular \$700. Sale \$695

—2 ONLY GERHARD HEINTZMAN EMPIRE PIANOS—Mahogany finish. Regular \$675. Sale \$573.75

—4 ONLY GERHARD HEINTZMAN SHEPARD PIANOS—1 art walnut, 1 fumed oak, 1 mahogany finish, 1 polished walnut. Regular \$625. Sale \$531.25



Radios, Phonographs, Pianos

—5 only MARCONI 8-TUBE RADIO SETS, stripped. Each \$73

—2 only 2-TUBE C.G.E. RADIO SETS—stripped. Each \$10

—25 only H.B.C. No. 6 BATTERIES, used for radio, bicycle lamps and general service. Regular 50c. Sale each 39c

—1 only USED INVIS PIANO—slightly marked. at \$85

—1 only USED ORGAN at \$7.50

USED PHONOGRAPHS

—1 only EDISON PHONOGRAPH—upright model. Oak finish. Complete with 46 records for \$125

—1 only CONCERT upright model, mahogany finish with 5 records \$35

—1 only LYRIC model, mahogany finish with 5 records \$9.50

—1 only AMPLION phonograph—mahogany finish with 5 records. 69.50

Jasper Ave., H.B.C.

Six Outstanding Values in STAPLES

WASH FABRICS, Values 39c to \$1, at 29c

—Clearing Saturday over two thousand yards of high-grade wash fabrics.
—Assorted weaves, including rayons, crepes, novelty voiles, broadcloth muslins, printed moccasins, etc. Values taken from our regular stocks from 29c to \$1. July Sale, yard 29c

Pure Linen Table Cloths. 2.45

—50 only, pure linen damask table cloths.
—Two sizes, 2 yards by 12 and 2 yards by 24 yards. All have handsome floral designs. While they last, Saturday morning, each 2.45

50c Linen Yard Tea Toweling. 35c

—960 yards of a superior quality all linen tea toweling. Plain coloring of blue or red stripes. Full 24 inches wide. Regular 50c value. Special July Sale per yd. 35c

Wabasso Pillow Tubing. 29c

—Full bleached Wabasso pillow cotton. A fine even weave with smooth linen-like finish. 42 inches wide. Saturday July Sale, 600 yards, specially priced at, per yard 29c

Maideira Cloths. 2.98

—All pure linen hand embroidered Madeira type cloths. Size 36 x 36 inches. Dainty designs. July Sale, each 2.98
—Second Floor, H.B.C.

H.B.C. GROCERIES and FRESH MEATS

**Fresh Meats and Provisions****PHONE 6341****Standard Price****Leg of Lamb, per lb. 45c****Shoulder of Lamb, per lb. 45c****Brisket of Lamb, per lb. 45c****Choice selection of chickens for roasting and food for soups****MILD FED VEALS****LOINS OF VEAL, per lb. 35c****CHOICE VEAL CHOPS, per lb. 35c****STEWING VEAL, per lb. 35c****CHOICE ROLLED SHOULDER BEEF****Fine for Pot Roasts****Inside ribs, per lb. 35c****Outside ribs, per lb. 35c****ROUND STEAK, per lb. 35c****CHOICE BEEF SPECIAL, per lb. 35c****Legs, per lb. 35c****Whole pig, per lb. 35c****Cut, per lb. 35c****Roast or Boiled Ham, per lb. 35c****H.B.C. Special Christmas Pigeon, per lb. 45c****ROYAL CITY STRAWBERRY AND BLACK CURRANT JAM, 45c****Special, 65c****BERRY-KIT MONEY, Special, per lb. 45c****43c 83c****ASSORTED RELISH TOMATOES, per lb. 23c****Special, 23c****H.B.C. SPECIAL BLEND CORN, per lb. 23c****Special, 23c****JOHN LAKER'S BERRY CORN, per lb. 25c****Special, 25c****PORTER BEAN, per lb. 35c****WILKAT and BURGESS WILKAT, Special, 35c****SHIRAZ'S ORANGE MARMALADE, 45c****Special, 59c****H.B.C. REAL OF QUALITY BUTTER, Special, 2 77c****H.B.C. GRANULATED SUGAR, per sack— 20 lbs.****72c 1.42****—ICEING SUGAR, 2 lbs. 21c****Special, 21c****—FRESH YOUNG CARROTS, 1 bunches****25c****—NEW POTATOES, 7 lbs. 25c****Special, 25c****—CABBAGE OR MONEY-DEW CELERIES, 2 lbs. 25c****Special, 25c****—CHOICE B.C. TOMATOES, 2 lbs. 49c****Special, 49c****—H.B.C. GRANGE PEAS, per lb. 21c****Special, 21c****Extra Special****—SUNLIGHT SOAP, 5 cakes 91c****Special, 91c****—LIX, Extra special, 7 cakes 55c****Special, 55c****—ROYAL PRINCE COGNAC, per bottle 63c****Special, 63c****—CRISCO, 2 lbs. 72c****Special, 72c****—PRINCE, per lb. 35c****Special, 35c****—SUGAR, per lb. \$1****Special, \$1****—PEARL WHITE NUTELLA SOAP, 28 bars \$1****Special, \$1****—PURE LAND, per lb. 59c****Special, 59c****—H.B.C. PLAIN BROWN SOAP, 28 bars 29c****Special, 29c****—H.B.C. PLAIN BROWN SOAP, 28 bars 29c****Special, 29c****—H.B.C. YELLOW SOAP, 2 lbs. 29c****Special, 29c**

Jasper Ave. H.B.C.

Western Canada Golf Association Championship, July 16th to 21st

—Is being held this year in Edmonton. For this great event we have selected six hundred first quality golf clubs in both right and left hand models. All at greatly reduced prices for our July Sale. Don't fail to take advantage of this opportunity to procure excellent clubs at a big saving in price.

H.B.C. Carnoustie Golf Clubs**1.19 Each 2 for 2.25**

—Your choice of DRIVERS, BRASSIES, SPOONS, JAGGERS, NIBLICS, PUTTERS, MASHIES, MID IRONS, DRIVING IRONS, etc.

—Wright and Ditson's St. Andrews Model Brassies, Regular \$5. Each 1.98**Spalding's Heather Model Irons, 2.19**

—Your choice of MID IRONS, MID MASHIES, MASHIE IRONS, MASHIE NIBLICS, PITCHERS, PUTTERS, NIBLICS, etc. Regular \$3. July Sale, each 3.98

Spalding's Symetric Irons, 3.98

—Included in this lot are DRIVING IRONS, MID IRONS, MID MASHIE MASHIE NIBLICS, PITCHERS, PUTTERS, NIBLICS, etc. Regular \$3. July Sale, each 3.98

—Jasper Ave., H.B.C.**Electric Table Lamps, 2.95****Regular 4.95. Sale - 2.95**

—35 only attractive table lamps in beautiful candle design. 24" high. Mystic green colored base with large decorated parchment shade. Complete with silk cord, attachment plug and snap switch. July Sale special 2.95

Imagine! Electric Bridge Stand**Lamps. Complete for only - 3.98**

—There is certain to be a rush for these lamps, so come at 9 a.m. Handsome new bridge lamps in mottled green and silver and black finish. Wrought iron Jacobean design stand—ornamental weighted base—adjustable candle shade decorated parchment shades. 5 ft. in height. Complete with silk cord and separable plug. Ready for use. Shop early Saturday July Sale, complete for 3.98

—Jasper Ave., H.B.C.

WALLPAPER

1000 Rolls to Clear**in 10 Roll Lots - 1.29****Regular Values 2.20 to \$3**

—Lines in which quantities are limited have been grouped for quick clearance Saturday. 10 single rolls in each lot. Included are beautiful bedroom styles, printed on good quality stock, excellent value in lower room papers and 160 rolls only of varnished tile wallpapers in scroll patterns. Regular 2.20 to \$3 each. July Sale, per lot of 10 single rolls at 1.29

—Jasper Ave., H.B.C.

SATURDAY CANDIES

—Freshly Toasted Marshmallows. Sale, lb. 25c**—Plain White Marshmallows**

for toasting or baking put up in 1/2-lb. boxes. Saturday, box 15c

—Assorted Marshmallow**Peanuts, lb. 35c****—Chocolate Cream Buds.****Regular 45c lb. 25c****—Clear Crystallized Fruits.****lb. 40c**

Main Floor, H.B.C.

Bull Durham Tobacco.**Pkg. 19c****—45 pkgs. only. Size 12s. All in perfect condition. July Sale, per pkg. 19c****—Simon's Dimple Cigars****7 for 50c****—Ricardo Havana Panatelas****7 for 25c**

Main Floor, H.B.C.

Toy Dept.

—Sand Pail and Shovel—5"**pail with pretty designs on****side and good shovel. Reg.****25c each. Sale 19c****—Girls' Skipping Ropes—7"****long and made of good quality****rope with wood handles. Reg.****Regular 50c. July Sale 25c****—Dressed Dolls—18"****dolls with crying voices. Dressed****in gingham rompers. Reg.****value 1.50 to 1.75. Sale \$1****—Boys' Wagons - 6 only,****strong, well made boys' all-****metal wagons. 9" disc****wheels. Size of box 14 by****32 inches. Rubber tread****with bent handle. Easy to****run. Reg. 12.50. Sale 7.50****—Sewing Sets - complete****with four pieces of cloth,****needle and thread. Regular****60c. July Sale 39c**

Jasper Ave., H.B.C.

4 Outstanding Values in Tea Sets

—A great clearance of 27**only, 23-piece imported****china tea sets. A large****range of pretty patterns and****decorations. Sets consist****of 6 teas, 6 plates, teapot,****sugar and cream. A really****splendid choice. Note the****following prices:****—7 only Tea Sets. Value \$7.50. Sale price 5.95****—8 only Tea Sets. Values 11.50 and 11.95. Sale 7.50****—5 only Tea Sets. Values 2.98 and 3.98. Sale 1.98****—9 only Tea Sets. Values 4.95 and 5.98. Sale 3.98****—98 Only Meat Platters, \$1****—10", 12" and 14" limoges and porcelain quality meat****platters. Regular price 1.50 to \$5. July Sale, each \$1****China Cups and Saucers, 15c****—A bargain in china cups and saucers. Prettily****decorated. Regular values 25c.****Sale, per cup and saucer 15c****400 Pieces of Fancy China****Pottery, Antimony Ware, Glassware, Odd Dinner****Ware and Reproductions of Dutch Silver, 59c****—In the lot you will find: salts and peppers, sugar and****cream, bon bon dishes, bridge and tray sets, sugar****bowls, cream jugs, gravy boats with stand. All in****a complete clearance for the July Sale at, each 59c****11 only 97-Piece****Limoges Dinnerware. Set - 24.95****—An opportunity to buy a complete 97-piece Limoges****dinner service at this low price. Choice of two pretty****floral designs on fine white china. Vegetable dishes****and handled pieces have half nut gold handles. A real****attractive set for 12 persons. July Sale special \$24.95****Third Floor, H.B.C.****9'x10'6" Seamless Tapestry Rugs, 19.50****—Seamless Scotch tapestry rugs that will give real hard****wear. Shown in good designs and colorings that are****suitable for any room. A limited number to clear in the****July Sale at 19.50****27" x 54" Hit and Miss Axminster Mat, 1.29**

Two Timely Coat Specials

Values 4.95 to 9.95
Sizes 2 to 9 Years **3.95**

—Fashioned from velours, tweeds, Kashas, etc. Trimmed with velvet collars, throw ties, tucks, pockets and buttons. Lined throughout with silk rayon. A good selection of tweed mixtures. July Sale 3.95

Values 9.95 to 14.95
Sizes 1 to 6 and 7 to 12 yrs. **7.95**

—Fashioned from fine broadcloth and Kashas; attractively trimmed with smoking, pleats, pipings and buttons. Pretty shades for little tots 1 to 6 years.

—Smart coats for girls 8 to 14 years. Fashioned from fancy French flannels, Kashas and fine velours. Trimmed with plaits, tucks, throw ties, pockets and buttons. Lined throughout. Regular price of these coats is 9.95 to 14.95.

July Sale at **7.95**

White Jean Cloth Middies, \$1

Sizes 8 to 16 years
—White Jean Cloth cotton drill middies in regulation style. They have detachable navy flannel collars. One patch pocket. Sizes 8 to 16 years. Priced for quick selling for the July Sale clearance at **\$1**

—Second Floor, H.B.C.



July Clearance of Summer Coats

Smart Patterns and Styles **19.95** Sizes 16 to 40

—Smart styles in a choice variety of patterns; plaid tweeds and smooth point twills, tricotines and fine Kashas. Some have fur trimmings, others fancy neck-line and a few have scarves. Soft fawn and brown shades, greys, navy and black. Sizes 16 to 40 in the lot.

—In addition to the lines advertised there are scores of July Sale bargains throughout the store not advertised because of limited quantities.

—All items purchased during the July Sale will be stored free until required.

—10% down and 10% per month will hold any coat until required.

—The following items indicate the nine startling values:

—1 ONLY, BEIGE CARACUL COAT— with long roll collar to match. Richly lined with embroidered heavy crepe. Size 36. Regular \$140. Sale **\$300**

—1 ONLY, MOLE COAT— beautiful model in Scotch mole and bleached sail. Lined with heavy embroidered crepe. Size 36. Regular \$375. Sale **\$275**

—1 ONLY, CARACUL COAT— Cocoa shade with roll collar of amber fox. Tastefully lined with Mallinson's silk to match. Size 36. Regular \$375. Sale **\$275**

—1 ONLY, BLACK CARACUL COAT— trimmed with cocoa squirrel. Richly lined with embroidered crepe. Size 36. Regular \$445. Sale **\$345**

—1 ONLY, NO. 1 HUDSON SEAL COAT— collar and cuffs of grey Krinner lamb of the finest quality. Beautifully lined. Size 36. Regular \$475. Sale **\$375**

—1 ONLY, NO. 1 HUDSON SEAL COAT— made from select skins, crush collar and plain cuffs of fitch. Richly lined. Size 38. Regular \$495. Sale **\$395**

—1 ONLY, MUSKRAT COAT— This coat made from the flanks, gives the coat a silver shade. Finished with Lucelle brown fox collar. Nicely lined. Size 36. Regular \$295. Sale **\$195**

—1 ONLY, NO. 1 HUDSON SEAL COAT— collar and cuffs in Havana Fox. Richly lined. Size 36. Regular \$525. Sale **\$425**

—1 ONLY, SQUIRREL COAT— skins are a beautiful cocoa shade, worked to resemble mink, long roll collar of fox to match. Beautifully lined. Size 40. Regular \$750. Sale **\$650**

—Fifth Floor, H.B.C.

Your Choice of any Hat

In the H.B.C. Millinery Dept.

July Sale at **\$5**

Values 7.95 to \$15

—Extra large reductions have been taken to make this one of the outstanding millinery events of the season. Styles too numerous to mention, are here, most of them worth double or more than the clearance price. All the latest summer modes and a host of lovely styles to choose from. Fashioned of georgette, straws, felt and straw combinations, crepe de chins, satins, ribbon, etc. Trimmed with flowers, pins, ribbon and many with other novelty ornaments. Small, medium and large drooping brims with colored facings. An outstanding value for the July Sale at **\$5**



300 Latest Style Felts, Special value at 3.95

—A newly arrived lot of the smartest felts you could wish to see—and the price is exceptionally low. They come in the newest of shapes, attractively trimmed in various smart ways. Some have the wide flop brims, while others are cleverly upturned to give a close fitting effect. Such favorite shades as white, sand, sunshine, orchid, green, pink, red, blue, etc. July Sale special \$3.95

200 Smart Hats, Practically Half, \$1

—If you are looking for a sport or travel hat you will surely find it in this special group at \$1. Fashioned from straw, silk, felts, etc. Small brim style, trimmed with ribbon and ornaments. A wide range of shades. July Sale \$1

—Second Floor, H.B.C.

Women's Hosiery Clean-up at 65c

2 Pairs 1.25

—250 pairs of odd lines in women's hose, including pure thread silk hose. Full fashioned. A few shades, but mostly black in the lot, but not all sizes in any one line. Reverts of our regular 1.50 and 1.75 line.

LIVELY SELLING OF WOMEN'S HOSE, Pr. 47c
—Women's silk hose, reinforced with silk. A broken assortment of sizes and colors. Every pair perfect. Regular 75c and 85c values. Shop early. July Sale, per pair **47c**

WOMEN'S SILK GLOVES, Pair 75c

—125 pairs of women's silk gloves with flare and turn-back cuffs. One done faster than a rabbit. Doubled tipped. Every pair perfect. Shades of moose, monkey skin, lark, silver, etc. A good range of sizes. Regular 1.25. July Sale, per pair **75c**

—Main Floor, H.B.C.

New shipment for the July Sale of Rayon Vests and Bloomers

—VESTS of exceptionally good quality rayon in opera top style. Shades of pink, peach, maize, coral, blue, orchid, milk, white and black. Sizes: small, medium and large.

—BLOOMERS in the same good quality rayon. Reinforced gusset with strong elastic at waist and knee. Bobette and regular length—white, pink, peach, navy, coral, maize, blue and black shades; small, medium and large sizes.

Shadow Proof Rayon Slips, 1.95

—A special purchase for July Sale of good quality shadow proof slips. Opera top style with inverted pleats at the sides to give extra fullness. In colors of pink, peach, maize, green, coral, red, blue, orchid, white and black—small, medium and large sizes.

Corsetettes of Rayon Striped Pink Cotton, \$1

—Light weight corsetettes of rayon striped pink cotton full length, back boning—lightly boned across the abdomen—elastic side sections and four hose supporters. Sizes 30 to 38.



Hudson's Bay Company

INCORPORATED 2ND MAY 1670

With Big Special Purchases of Seasonable Merchandise and Sharp Reductions on Clearance Lines, We Commence Saturday, our Annual

JULY SALE

—The July Sale at H.B.C. is an annual event for which preparations have been made on a vast scale. It is store-wide in scope, offering values of the most outstanding character in Summer merchandise. Many of this store's buyers now in the Eastern markets have rushed to us many special purchases. All broken lines from regular stock have been priced for immediate and complete disposal.

—In addition to the lines advertised there are scores of July Sale bargains throughout the store not advertised because of limited quantities.

—All items purchased during the July Sale will be stored free until required.

—10% down and 10% per month will hold any coat until required.

—The following items indicate the nine startling values:

—1 ONLY, BEIGE CARACUL COAT— with long roll collar to match. Richly lined with embroidered heavy crepe. Size 36. Regular \$140. Sale **\$300**

—1 ONLY, MOLE COAT— beautiful model in Scotch mole and bleached sail. Lined with heavy embroidered crepe. Size 36. Regular \$375. Sale **\$275**

—1 ONLY, CARACUL COAT— Cocoa shade with roll collar of amber fox. Tastefully lined with Mallinson's silk to match. Size 36. Regular \$375. Sale **\$275**

—1 ONLY, BLACK CARACUL COAT— trimmed with cocoa squirrel. Richly lined with embroidered crepe. Size 36. Regular \$445. Sale **\$345**

—1 ONLY, NO. 1 HUDSON SEAL COAT— collar and cuffs of grey Krinner lamb of the finest quality. Beautifully lined. Size 36. Regular \$475. Sale **\$375**

—1 ONLY, NO. 1 HUDSON SEAL COAT— made from select skins, crush collar and plain cuffs of fitch. Richly lined. Size 38. Regular \$495. Sale **\$395**

—1 ONLY, MUSKRAT COAT— This coat made from the flanks, gives the coat a silver shade. Finished with Lucelle brown fox collar. Nicely lined. Size 36. Regular \$295. Sale **\$195**

—1 ONLY, NO. 1 HUDSON SEAL COAT— collar and cuffs in Havana Fox. Richly lined. Size 36. Regular \$525. Sale **\$425**

—1 ONLY, SQUIRREL COAT— skins are a beautiful cocoa shade, worked to resemble mink, long roll collar of fox to match. Beautifully lined. Size 40. Regular \$750. Sale **\$650**

—Fifth Floor, H.B.C.

Buy Next Winter's Fur Coat Now and Save!

\$100 Reduction on Each Coat

—Quality furs at a straight saving of \$100.

—All furs purchased during the July Sale will be stored free until required.

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—1 ONLY, MOLE COAT— beautiful model in Scotch mole and bleached sail. Lined with heavy embroidered crepe. Size 36. Regular \$375. Sale **\$275**

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—Fifth Floor, H.B.C.

Men's and Young Men's Suits

Values \$20 and 22.50. July Sale to Clear at **15.95**

—Practically 50 suits selected from our regular stock for quick clearance in the July Sale. Each suit is worth \$20 and 22.50 of any man's money. Smartly tailored in current styles from dependable all imported and domestic tweeds, worsteds and a few blue serges. Fit guaranteed. Good quality serge and alpaca linings. Single or double-breasted models. Smart patterns. Sizes 35 to 40. Regular values \$20 and 22.50. July Sale bargain at **15.95**

—No extra charge for alterations.

Men's Gabricord Coats. 29.75

—37.50 and \$10 values. At

—Popular raglan sleeve style with or without belt. Shield or body lining. Guaranteed showerproof. Sizes 36 to 46 only. July Sale **29.75**

Men's Flannel Trousers. 5.95

—Men's English flannel outing trousers in a nice medium shade of grey and fawn with silk stripes; a few pair with fancy silk band around the waist. Usual pockets, belt loops and cuff bottoms. Sizes 30 to 40 waist measure. July Sale **5.95**

Men's Sport Blazers Priced at 7.95

—Your choice of any blazer in stock Saturday for the low price of 7.95. Ideal for tennis, golf, motorcycling or any outdoor sport. Sizes 36 to 42 in the lot but not all sizes in each line. July Sale **7.95**

Forsyth Athletic Combinations. Values \$2. No levers and knee length. Full fitting and will give satisfactory wear. Sizes 36, 40, 42, and 44 only. Regular \$2. July Sale 1.95

Men's Better Quality Shirts With 2 Collars. Sale 1.95

—Specially purchased for the July Sale. Made from fine quality English broadcloth in plain shades of blue, white and peach. Full fitting and well made shirts that would sell regularly at a much higher price. The two separate collars will add greatly to the life of the shirt. Sizes 14 1/2 to 17. July Sale Price **1.95**

Men's Flannellette Night Shirts. Sale 1.29

—Those who prefer the nightshirt will find these exceptionally good value. Made from good quality English flannellette in assorted stripes. A weight suitable for present wear. Cut large and roomy. Sizes 15 to 18. July Sale **1.29**

Men's Fancy Sox. Pair 75c

—Two different lines from which to choose. Fancy art silk in several different designs and shades. Light in weight for summer wear. Silk and wool for those who prefer a little heavier sock. All have reinforced heels and toes. Sizes 9 1/2 to 11 1/2. July Sale, pair **75c**

Men's Jumbo Knit Sweaters. 5.65

—Made from fine long wool yarns. Well made and neat fitting coat style. Shades of white, brown, camel, cardinal, and scarlet. All sizes in the lot but not all sizes in each line. Sizes 36 to 44. Regular 6.95. July Sale **5.65**

—Main Floor, H.B.C.

Two Outstanding Bargains in Boys' Suits

Values \$10 to 12.50. LOT 1 July Suit Sale **7.45**

—19 suits in good quality tweeds. Shades of mixed, grey, fawn and brown effects. Coats are double breasted. 1 pair long and 1 pair blazer pants with some; others have a 1 pair long. All sizes from 27 to 36, except 32. Regular values \$10 to 12.50. July Sale **7.45**

LOT 2

Values 11.50 to 13.50. July Suit Sale **8.95**

—41 suits in all wool tweeds. Mixed shades of grey, fawn, brown, herringbone, etc. Coats are single breasted models. Sizes 28 to 30 have 1 pair of breeches and 1 pair of long pants. Sizes 32 to 35 have 2 pair of long pants. Some of these suits have a vest. All perfectly tailored that will retain their shape. Sold in the regular way at 11.50 to 13.50. Saturday July Sale **8.95**

Jasper Ave., H.B.C.



Women's Better Grade Footwear

Regular 8.50 to \$12 Values **7.50**

—Correct in their style interpretations—appealing in their smartness—excelling in value are these lines of shoes selected from our regular stock. Included are patent blouses in various up-to-date shades. Strap, pump, oxford and ties. Cuban, spike and low heels. Sizes 3 to 7 1/2. A. A. to D. widths. July Sale **7.50**

Boys' Running Shoes, 1.55

—60 pairs only boys' running shoes. Heavy duck uppers, reinforced with rubber strapping. Extra heavy crepe rubber soles. Sizes 1 to 4. Reg. 2.25. July Sale 1.55

Men's High Grade Shoes Values \$8 to \$10. Sale - 4.95

—63 pairs only. Men's high-grade solid leather Godfrey welted boots and oxfords. Highest quality oak tan soles with rubber heels. Shown in black, tan and brown. Sizes 5 1/2 to 10 1/2. Regular \$8 to \$10. July Sale special at **4.95**

MISSES' AND CHILDREN'S OXFORDS

—Black, brown or tan shades. Flexible sewn rubber soles and rubber heels. A real sturdy shoe for the children.

—Sizes 8 to 10 1/2. Pair **1.50** —Sizes 11 to 2. Pair **1.95**

Jasper Ave., H.B.C.



The Bulletin's Page of World News Told in Pictures

Mexican President's Family: Ascot Stakes: Greetings to Golfers



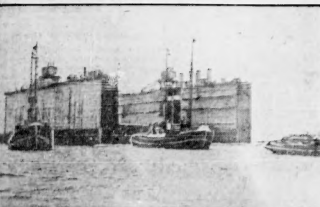
MEXICO QUIET AT THE ELECTION OF OBREGÓN: the most orderly election ever held in Mexico City, Mexico went to the polls to cast their votes for General Alvaro Obregón, lone candidate for the presidency. General Alvaro Obregón with members of his family



HID IDENTITY IN GETTING STAGE KNOWLEDGE: Mrs. Cyrus McCormick, wife of the head of the International Harvester Company, joined the Susan Walker Theatrical Troupe in Cincinnati and hid her identity while getting pointers on production and direction for the Chicago Junior League



PHYSICAL CULTURE ANNIVERSARY IN RUSSIA: A parade of the students of the Central Institute of the People's Commissariat of Health in Moscow, which was founded in 1918 and recently celebrated its jubilee



LARGEST FLOATING DOCK STARTS 8,600-MILES VOYAGE TO SINGAPORE: The first section of the 50,000-ton floating dock built by the British Admiralty seen leaving the Tyne river on the start of her long voyage to Singapore. The journey will necessitate the passage of the entire length of the Suez canal, a great test of navigation in this instance



FOR THE ASCOT STAKES: Bram Jack winning for Ronny Boy II and Start II in a big field and before an immense crowd at the famous Ascot course in England



WELCOMING CHAMPION: Johnny Farrell, winner of the United States Open Golf championship, officially received by Acting-Mayor J. V. McKee at New York city hall



UNCONSCIOUS 2 MONTHS: Margaret Cobb, co-ed at University of Tennessee, remains unconscious from the effects of an automobile accident on May 6 and her condition puzzles physicians



AIR INSURANCE RISKS: Alex Kremin, professor of aeronautics, New York University, has been retained by the Aircraft Bureau to estimate risks in insurance, as consulting Engineer



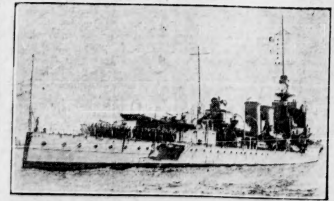
SPANISH ROYALTY AT FIESTA NEAR MADRID: The King and Queen of Spain and many of the Spanish nobility attended a fiesta on the estate of the Marquis of Arguilla, near Madrid. The Infanta Beatrice dancing with a member of the Spanish aristocracy



SAILING FOR CANADA: Royal Air Force Band embarking on the S.S. Montclair at Southampton for their three-months tour of the Dominion, including Canadian National Exhibition



RELICS OF STEFANSSON EXPEDITION IN 1913: In order to film a drama of the Arctic an expedition was made under the direction of Sidney Snow



BRITISH CRUISER RUNS AGROUND AT HALIFAX: H.M.S. Dauntless, bound from Bermuda to Halifax, was stranded on Tribune shoal, ten miles east of Halifax, N.S., and was badly damaged. Rocks have punctured the hull



TO SWIM AT TORONTO: Valeta Brown, St. Petersburg, Fla., does a daily ten-mile swim, in training for the marathon to be held at the Canadian National Exhibition



SEARCH FOR AMUNDSEN: Louise Boyd of San Rafael, Calif., has placed the sealing ship Hobby at the disposal of the Norwegian government, free of cost, to aid in the search for Amundsen. The vessel had been hired by Miss Boyd for an expedition



AN OLYMPIC SWIMMER: Josephine McKim, Homestead, Pa., has been definitely selected to represent the United States on the Women's Olympic swimming team

Cross Ltd.
Phone 4746
Commercial Building
Gramophones Repaired

BY RUTH DEWEY GROVES

"But my future here looks pretty good," Rod told him. "I hope to have a partnership with Meeks and Son some day."

FLAPPER FANNY SAYS:

There's a bare possibility for any girl to win a bathing beauty contest.

The Prisoner's Song

By Sidney Smith



It's An Art

By King



The Crust of Society

H. S. I. H. H.



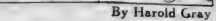
The Plot Thickens

by Martin



Cause and Effect

© 1999 by John Wiley & Sons, Inc.



THE ORPHAN ANNIE

[illegible]

I TAKE GREAT PLEASURE
IN PAYING YOU THIS
FIVE THOUSAND DOLLAR

REWARD WHICH YOU
HAVE EARNED AND WHICH
YOU SO JUSTLY
DESERVE -



11

"TRY A KIP TONGUES"

 GRANT'S
 BEST PROCURABLE
 Scotch Whisky
 BOTTLED & GUARANTEED BY
James Watson & Co. Ltd.
 PRODUCED IN SCOTLAND
 THE ORIGINAL LABEL—look for it at the Vandyke's and insist on it
 AGENTS: THE SCOTCH WHISKY ASSOCIATION, 115, MARK LANE, LONDON, E.C. 3.

GRANT'S "BEST PROCURABLE"

This advertisement is not inserted by the Liquor Control Board
or by the Government of the Province of Alberta

E V E R Y W H E R E

• A
MARK
OF
DISTINCTION
IN
PERSONAL
TASTE •

A black and white illustration of a waiter in a tuxedo and bow tie, holding a tray with a bottle and glasses, serving a woman in a uniform and cap. The waiter is looking down at the tray, and the woman is looking up at him. The background is plain white.

CALGARY
DRY



Ginger Ale

Specially Prepared by
GILBERT BREWING AND MALTING CO. LTD.

D. REIDFORD—Local Agent

PHONE 23511

oldest
ks of
iskey in
nada. The
vernment
trip tells

the story



GRAM'S 83
Whiskey

© Alberta Liquor Control Board or by the Government of the Province of Alberta

We Invite You to Inspect Our New and Modern Premises

Corner 100 Street and 101a Avenue (Opposite the McLeod Building)

The General
Contracting Work
On This Building

Was Carried Out
by

Charles H. Whitham
GENERAL CONTRACTOR

Specializing in Home Building
ESTIMATES GLADLY FURNISHED ON ANY
CONTEMPLATED BUILDING

10245 105th St. - Phone 5005

NEW BUSINESS BUILDING



Here is the new building which was erected at the corner of 100th Street and 101a Avenue and which is now occupied. The structure cost about \$25,000 and is the property of the Western Canada Mortgage Company, Ltd., affiliated with the H. M. E. Evans Company, Ltd. The building is on the site formerly occupied by an old frame building, an eye-sore to the city, and which housed the post-office when the old-timers were young people in the city.

Western Canada Mortgage Company Erects New Modern Store Building

Constructed at a cost of about \$25,000, the Western Canada Mortgage Company limited building, which has just been completed and which is on the corner opposite the Post Office and the McLeod Building, 100th Street, has removed an old eye-sore from the centre of the city's business district. The old frame building which was torn down to make room for the new building at one time housed Edmonton's post office, back in the days when the city was a small town. With its removal Edmonton loses a familiar old landmark.

Early Post Office
It was there that the early residents of the city came to get their mail when they crossed Jasper Avenue and deep in mud or drove up with horse and buggy, hunched the sleds to conquer slippery poles and their struggle.

The old building was only frame-work and was made to imitate a dispirited state only the brightly painted fronts of the stores occupying it hid its age.

Started April 1
Work on the dismantling of the old building started on April 1 this year

and within two weeks little remained of it. It was comparatively easy work to rip out old board, lath and plaster. The excavation, which is very large considering the size of the new building, was then made and the ground work for the new building laid.

The new building, one story in height and constructed of brick, and laid removed the eye-sore. In its place is a modern building specially designed to meet the needs of small stores. It is partitioned and made into sections to house stores.

Solid Brick and Wood
The building is of solid brick construction with steel beams and the outer section bears a rough cast finish while at the base of the exterior there are four rows. Hardwood floors are feature throughout. Oak is used to beat the structure.

There is room for seven stores and all this space is now occupied while in the big basement there is a bowling alley. The basement was made deep enough to house the bowling alley, there being ten feet of headroom. The steel construction allows a maximum of clear space in the basement. Ventilators are also installed there to

remove vitiated air and bring in fresh. Windows at the side allow plenty of light to the alley.

The foundation of the building will bear another story, which will be added when advancement warrants. The general contractor was Charles Whitham, who erected the structure. The plumbing fixtures were installed by Tempelman Brothers who also had the contract to install the plumbing in the New Weber Brothers building. Colin Allan, well-known electrical contractor, installed the electric wiring and lights.

North West Brick and Supply Company limited brick were used in the construction of the building. The colored stone work was done by the Edmonton Paint and Glass company. Thomas R. Flynn had the contract for the plastering and the masonry work was done by H. B. Jamieson. W. E. Gibb did the excavation work. The life work was done by the Empire Marble and Tile company. Stores now in the building are the Morris Drug Store, Sanborn and Sprague real estate, John B. Kay and Son, jewellers, and the Economy Meat Market.

Now Open for Business

Morris' Drug Store

STORE NO. 2

A Branch of Morris' Drug Co. Located at 10442 Whyte Avenue



MR. J. W. MORRIS

We take pleasure in announcing the opening of our new store, with a complete line of fresh drugs, stationery, kodaks, toilet articles, magazines, tobaccos, candy, etc.

Mr. J. W. Morris has been in the drug business for the past 21 years in Edmonton and will be in charge of the new store, while Mr. Frank Lee will take over the management of the other store at 10442 Whyte Avenue.

Mr. Morris extends a hearty invitation to his many customers and friends to come in and inspect the new premises.

Morris' Drug Store

Featuring the Rexall line of Drugs

10144 100th STREET

Opposite Post Office

PHONE 4448

PHONE 2638 10045 107th ST.

TEMPLEMAN BROS.

PLUMBING
STEAMFITTING
GASFITTING
TINSMITTING

Also Branch at

WETASKIWIN, ALBERTA
PHONE 83

The Plumbing and Heating in
this Building Installed by Us

FELTSTONE COLORED STUCCO

Supplied by
THE EDMONTON PAINT & GLASS CO. LTD.
1330 STREET PHONE 9311

The Electrical Installation
In this Building

Was Installed By

Colin Allan

ELECTRICAL CONTRACTOR

Wiring, Fixtures and Service

Phone 4861 10346 Jasper Ave.

The Tile Work

On this Building

Was Executed By

Empire Marble & Tile Co.

Limited
Edmonton

Phone 4890 9158 Jasper Ave.

BACK AGAIN

We take great pleasure in announcing the opening of our nice new store at our old location with an entirely new and larger selection of Gifts. That last time we have ever before shown. We have added several entirely new and exclusive lines and now have as fine a stock of Jewelry, Silverware, Cut Glass, Clocks, Diamonds and kindred lines as can be found in Western Canada.

We extend a hearty invitation to our many customers and friends to come in and see our new home and the many beautiful new lines we are showing.

JOHN B. KAY & SON

JEWELERS
(R. KAY, Prop.)

10006 101A Avenue Opp. McLeod Bldg.

PHONE 1287

SANBORN & SPRAGUE
REALTORS

Announce

their removal from 206 Agency Building and will be located in this new building on or about July 18th, at

10004 101A AVE.

PHONE 4311

Now Open

The Economy Meat Market

Herman Carl, proprietor, an old-timer in Edmonton, having been in Edmonton since 1900 and in the butcher business since 1914.

Mr. Carl extends a hearty invitation to his many old friends and customers, and prospective new customers, to come in and inspect his new shop.

Mr. Carl's policy will be the same as always—selling nothing but the best of fresh and cured meats.

10010A 101A Ave.

Phone 1227

THE EXCAVATING

For This Building

WAS DONE
BY

W. E. GIBB

12118 Fort Road

Phone 72260

Masonry Work

On this Building

Executed
by

H. B. Jamieson

PHONE 4082

For Guaranteed First-Class Workmanship

9545 101 Street

Edmonton

SAND - LIME - BRICK

used in this

NEW BUILDING

Was Manufactured
In Edmonton

by

North-West Brick & Supply Co.

Limited

11148 82nd Street

Phone 71012

The Plastering and Stucco Work on This Building

Was Executed By

Thomas R. Flynn

9734 106th Street

Phone 5405

Prey pigeons will frequently pursue and strike down pigeons and other victims for the mere sake of killing; they are capable of overtaking the fastest birds.



C4

T Auto-Strop RAZOR

REG. IN CANADA

83 Duke Street, Toronto

limited RES. IN CANADA — 85 Duke Street, Toronto

EDMONTON WILL HAVE LARGE ENTRY FOR GOLF TOURNEY

Western Canada Golf Tournament Promises to Be
One of Best Staged in History of Association—
Thirty Ladies Will Battle For Title

That Edmonton will have the honor of holding one of the most successful golf tournaments in the history of the Western Canada Golf Association was assured, prior to the opening of the 1967 season, by many different clubs throughout the west and there was a steady return of entries from local supporters of the royal and ancient game.

In the amateur championship alone, 108 entries have been received. Seventy-five of these entries were received for the professional series and forty-eight entries have been received for the open championship. The ladies' tour, have not been left at the post, for thirty entries had been received by the time secretary Tom Kelly closed his office at the Macdonald hotel last night.

STRONG CONTINGENT

FROM CALGARY
Entries received from Calgary yesterday are: Gordon Ebert, C. B. H.



Entries for Edmonton's greatest golf tournament in recent years will close

evening at 6 o'clock. The official business of the tournament will start at 8:30 a.m. on Monday, but further entries, particularly from local golfers, would help considerably to make the first day that much more successful.

Can the professional at the Vauxhall Club, the Vauxhall, sent in his entry yesterday. He is a professional from Regina, two from Moose Jaw and one from Yorkton—all of which mean that the Vauxhall is going to be in the battle right from the start this year. J. P. Blair, Country Club, Yorkton, is also in the fray. McMeekin, Garry, all from Regina, are also in the fray. The Vauxhall, according to golf at the Mayfair Club and Country Club. There were well satisfied with their group and were freely applauded around headquarters.

Players are expected in this afternoon. The tournament can be made for interesting by the various groups coming by getting in four or five from Regina, two from Moose Jaw and one from Yorkton. The headquarters, the Vauxhall, is the place to go to see any Jack Hays' Taxi.

All information regarding the tournament can be obtained by calling the Vauxhall, the headquarters, or by calling the headquarters.

It will be a big day for a Sunday night and you may be in the

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EDMONTON EXHIBITION

TOURNAMENT

EVERY ATTEMPT

100

10

Advan

The pantomime opens with a group of modern children at play. A surprise entertainment for their benefit shows the entrance of Mother Goose, who

Part 2. depicts the story of CINDERELLA, following the book faithfully and bringing in a number of specialty dances and introducing MILITARY MAIDS, SWISS DANCERS, VEIL DANCERS and COURT DANCERS.

This Mammoth Spectacle will be the Main Feature in Front of the Grand Stand Each Evening

6. D. L. S. and T. L. S. are not at Milne.

of Reserved Seat Tickets now on at Mike's

8

JOHNNY J. JONES
MIDWAY
SHOWS

News Agency

runner

Genuine **HOLLANDS** *Gin*

again

Recalling old memories

TESTED THREE TIMES. THOROUGHLY SECURED.

JOHN de KUYPER & SON, Distillers
ESTABLISHED 1695
Rotterdam — Holland

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